

Joana Filipa Amorim Moreira

Hello! Welcome to my profile.

My name is Joana Amorim and I am naturally creative, with a background in innovation, and passionate about business sciences and interpersonal relationships.

Currently, I work as a freelancer in the business consulting field, providing support to companies in the following areas:

- Financial Incentives or Tax Benefits such as PT2030, PRR, and SIFIDE;
- Organizational Innovation;
- Operational and/or Digital Marketing Innovation;
- Process/Product Innovation;
- Training in Business Innovation.

My academic background includes:

- Bachelor's degree in Creativity and Business Innovation from ISCAP (LL), VIKO (LL), and EUAS (LL)
- Master's degree in Entrepreneurship and Internationalization from ISCAP (LL)
- Currently pursuing a Ph.D. in Economic Analysis and Business Strategy at U. Vigo (LL).

My passion for internationalization arose from significant experiences, such as a six-month stay in Lithuania in 2016, followed by four months in Estonia in 2017, as part of the Joint Venture program during my bachelor's degree. In 2023, I had the opportunity to conduct research in the field of circular economy for two months in Italy, specifically in the cities of Catania and Naples, as part of the Explicit project, where I interned at a non-profit association (FederConsumatori Catania) and an Innovation Hub (012factory).

In addition to my interest in business sciences, I also have a passion for writing and literature, which is reflected in my contributions to the field through the publication of articles such as:

- "Impacts of Brand Love on eWOM and Relationship Marketing: An Empirical Study"
- "Impact of Financial Systems on SMEs' Competitive Advantages through Entrepreneurship and Innovation"
- "Emotional Intelligence and Transformational Leadership: An Empirical Study of the Portuguese Technology Sector"

Identificação

Identificação pessoal

Nome completo
Joana Filipa Amorim Moreira

Nomes de citação

Moreira, Joana
Amorim, Joana

Identificadores de autor

Ciência ID
2F18-2490-E123
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Endereços de correio eletrónico

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Domínios de atuação

Ciências Sociais - Economia e Gestão - Organização e Gestão de Empresas

Idiomas

Idioma	Conversação	Leitura	Escrita	Compreensão	Peer-review
Português (Idioma materno)					
Inglês	Utilizador proficiente (C2)	Utilizador proficiente (C2)	Utilizador proficiente (C2)	Utilizador proficiente (C2)	Utilizador proficiente (C2)
Espanhol; Castelhana	Utilizador independent e (B1)	Utilizador independent e (B1)	Utilizador independent e (B1)	Utilizador independent e (B1)	Utilizador elementar (A2)

Formação

	Grau	Classificação
2022 - 2025 Em curso	Análise Económica e Estratexia Empresarial (Doktor (PhD)) Universidad de Vigo - Campus de Pontevedra, Espanha	
2022 Concluído	Empreendedorismo e Internacionalização (Mestrado) Especialização em Sem especialização Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal <i>"Linking Emotional Intelligence and Transformational Leadership: An empirical study of the Portuguese Technological Sector" (TESE/DISSERTAÇÃO)</i>	16
2015 - 2020 Concluído	Criatividade e Inovação Empresarial (Licenciatura) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal <i>"Brand Love, EWOM and Relationship Marketing: an empirical study." (TESE/DISSERTAÇÃO)</i>	14

Produções

Publicações

Artigo em revista	1	Moreira, Joana Filipa Amorim; Rua, Orlando Manuel Martins Marques de Lima. "Linking emotional intelligence and transformational leadership: an application to technology sector firms' leaders". <i>Revista de Gestão e Secretariado</i> 14 1 (2023): 1024-1048. http://dx.doi.org/10.7769/gesec.v13i4.1569 .
Tese / Dissertação	1	Moreira, Joana Filipa Amorim. "Linking Emotional Intelligence and Transformational Leadership: An empirical study of the Portuguese Technological Sector". Mestrado, 2022. http://hdl.handle.net/10400.22/22104 .